



Scratch & Win \$30 Platinum Ticket 2024

Jan 2, 2024 – Feb 19, 2024



4 MIN READ, 4 PAGES



What is it?

Following the success of the \$50 Mega we are launching our \$30 Platinum program for the new year! Retail POS Focus will begin Jan 2, 2024



When Is It?

Jan 2, 2024 – Feb 19, 2024

Details:



- Retail POS items include posters and display case strips as well as bubble case banners and scratchers, where applicable
- POS will be supplemented by a media campaign beginning Jan 2 – Feb 19, 2024 including social media, print POS and paid media.

Ticket Features:

- \$30 price point with 10 x \$3M prizes
- \$260M in prizes (approx.)
- Winning tickets can win up to 5x
- Approximate Odds of Winning: 1 in 3.48
- Tickets per pack: 10

Retailer Tips:

- Be sure to follow the planogram to showcase all the tickets prominently



Contact your Territory Manager or
Lottery Retail Support: **1-800-667-1649**

